CLAIMS

1. A method for storing Internet advertisements at a user computer, comprising
the acts of:

　　　receiving plural Internet advertisements, at least one advertisement including
a tag; and

　　　saving at least one advertisement at the user computer at least partially
based on the tag.

2. The method of Claim 1, wherein the tag is a Hypertext Markup Language
(HTML) tag.

3. The method of Claim 1, further comprising the act of:

　　　displaying a button; and

　　　in response to the button being toggled, displaying the saved advertisement.

4. The method of Claim 3, wherein plural advertisements are saved and the
method further comprises:

　　　allowing the user scroll through the saved advertisements.

5. The method of Claim 4, wherein the saved advertisements include at least
one link to a website and the method further comprises:

3 recalling a saved advertisement, the saved advertisement having at least one

4 link to a website; and

5 accessing the website from the saved advertisement when the link is

6 toggled.

1 6. The method of Claim 1, further comprising the acts of:

2 displaying a previous button;

3 displaying a next button; and

4 accessing saved advertisements when the previous button and next button

5 are toggled.

1 7. A system for saving at least one Internet advertisement at a user computer

2 comprising:

3 at least one server;

4 at least one database connected to the server, the database storing plural

5 Internet advertisements, at least one advertisement including a tag; and

6 at least one user computer connected to the server via an Internet

7 connection, the server transmitting the Internet advertisements to the user

8 computer, the user computer including a program for saving at least one Internet

9 advertisement at least partially based on the tag.

1 8. The system of Claim 7, wherein the program includes:

2   logic means for receiving plural Internet advertisements; and

3   logic means for saving at least one advertisement at the user computer.

1   9.   The system of Claim 7, wherein the tag is a Hypertext Markup Language

2   (HTML) tag.

1   10.   The system of Claim 8, wherein the program further comprises:

2   logic means for displaying a button; and

3   logic means for displaying the saved advertisement in response to the button

4   being toggled.

1   11.   The system of Claim 10, wherein plural advertisements are saved and the

2   program further comprises:

3   logic means for allowing the user scroll through the saved advertisements.

1   12.   The system of Claim 11, wherein the saved advertisements include at least

2   one link to a website and the program further comprises:

3   logic means for recalling a saved advertisement, the saved advertisement

4   having at least one link to a website; and

5   logic means for accessing the website from the saved advertisement when

6   the link is toggled.

1   13.   The system of Claim 8, wherein the program further comprises:

2   logic means for displaying a previous button;

3   logic means for displaying a next button; and

4   logic means for accessing saved advertisements when the previous button

5   and next button are toggled.

1   14.   A computer program device, comprising:

2   a computer readable means having logic means for storing at least one Internet

3   advertisement, comprising:

4   logic means for receiving plural Internet advertisements, at least one

5   advertisement including a tag; and

6   logic means for saving at least one advertisement at the user computer at

7   least partially based on the tag.

1   15.   The computer program device of Claim 14, wherein the tag is a Hypertext

2   Markup Language (HTML) tag.

1   16.   The computer program device of Claim 14, wherein the computer readable

2   means further comprises:

3   logic means for displaying a button; and

4   logic means for displaying the saved advertisement in response to the button

5   being toggled.

1   17.   The computer program device of Claim 16, wherein plural advertisements

2   are saved and the computer readable means further comprises:

3   logic means for allowing the user scroll through the saved advertisements.

1   18.   The computer program device of Claim 14, wherein the saved

2   advertisements include at least one link to a website and the computer readable

3   means further comprises:

4   logic means for receiving plural Internet advertisements, at least one

5   advertisement including a tag; and

6   logic means for saving at least one advertisement at the user computer at

7   least partially based on the tag.

1   19.   The computer program device of Claim 14, wherein the computer readable

2   means further comprises:

3   logic means for displaying a previous button;

4   logic means for displaying a next button; and

5   logic means for accessing saved advertisements when the previous button

6   and next button are toggled.

1   20.   A method for viewing Internet advertisements at a user computer,

2   comprising the acts of:

3   viewing at least a first banner advertisement;

4   viewing at least a second banner advertisement;

5   initiating a request to view an advertisement history;

6   viewing the first and second banner advertisements within the advertisement

7   history; and

8   utilizing the first and second banner advertisements to access respective web

9   sites corresponding thereto.

1   21.   The method of Claim 20, further comprising the act of:

2   toggling an advertisement history button; and

3   in response to the button being toggled, viewing the advertisement history.

1   22.   The method of Claim 21, wherein plural banner advertisements are saved

2   and the method further comprises:

3   scrolling through the saved banner advertisements.